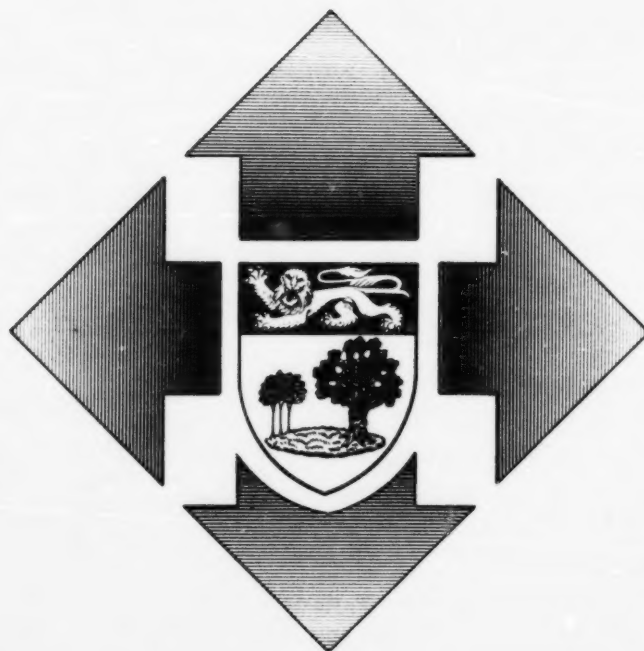


A PROSPECTING STRATEGY FOR PRINCE EDWARD ISLAND



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FOR PRINCE EDWARD ISLAND

SEEKING OUT NEW
BUSINESS TO DIVERSIFY
OUR ECONOMY

1987

FOREWORD



I am pleased to present our Government's future plan for industrial prospecting on Prince Edward Island, entitled A Prospecting Strategy For Prince Edward Island.

Our Government's first priority, in terms of business development on Prince Edward Island, is to encourage local entrepreneurs within Island communities. Our second priority is to carry out industrial prospecting as outlined in this document.

It is my hope that our efforts over the coming year will yield some exciting new enterprises which will create jobs, introduce new technologies into the P.E.I. economy and produce a product or service in keeping with the tradition of Prince Edward Island.

This document represents the first of its kind for Government, a first effort at clearly mapping out where we would like to see business development flourish on P.E.I.

Leonce Bernard
Leonce Bernard, M.L.A.
Minister of Industry

Changes in the global economy are eroding P.E.I.'s competitive position in world markets. Countries previously considered to be under-developed and non-threatening as markets are now competitors. Other provinces in Canada are aggressively attempting to attract new industry, and bidding wars for new business and industry are emerging.

Prince Edward Island's new Science and Technology Strategy argues for the need to take advantage of the opportunities presented by technological innovation, not only to increase competitiveness in our natural resources areas, but also to seek out and attract new industries to P.E.I. Prospecting is a way of taking advantage of new development elsewhere to create new opportunities for economic growth here at home.

We realize that the creation of new business ventures on P.E.I. will happen in a number of ways-- three notable ways are:

- local entrepreneurs, independently or assisted by government, will see an opportunity and form or expand a business;
- entrepreneurs from off-Island will come to P.E.I. and, aided or unaided by government, will establish new businesses or branch operations;

- government will actively seek out and attract firms, potential entrepreneurs or investors to set up businesses on P.E.I., create new enterprises, enter into joint ventures with Island firms or establish branch operations.

Prince Edward Island's Prospecting Strategy addresses the latter approach, commonly referred to as "prospecting." In short, prospecting is defined as the process that seeks out and attracts appropriate business interests to locate and conduct business on P.E.I. for mutual advantage.

The prospecting strategy is an aggressive and sharply focussed effort intended to complement government promotion of small business development throughout the Province, at a community level.

While the prospecting program will be located, co-ordinated and directed from the P.E.I. Development Agency, the involvement of many people will be critical to the overall success of the strategy. The Premier of the Province, as well as Provincial Cabinet Ministers, will continue to be ambassadors for new business for P.E.I. As well, Provincial Area Industrial Commissions and Industry Associations will be asked to provide assistance and community liaison. The intention is to

co-ordinate all provincial efforts toward the common goal of diversifying our economy.

THE STRATEGY

One of the most promising areas for future development within our Island economy is that of the food industry. New food products, new ways of growing food and new ways of preserving food are in increasing demand and rapid development. The biotechnology industry is experiencing phenomenal growth, particularly in animal and fish health, also areas with tremendous promise for P.E.I. These industries relate to our traditional strengths. Both will only evolve as areas of promise through the progressive application of research and technological innovation.

To ensure the development of the food and biotechnology industries and that of other industries such as health care, educational technology and selected services, we must seek out partners to help us. P.E.I. has the rich resources and the promise of a lucrative future, but we need entrepreneurs in emerging technologies to join us in a partnership to help develop our economy. The objective of our strategy is to:

ATTRACT APPROPRIATE FIRMS TO LOCATE AND
CONDUCT BUSINESS IN PRINCE EDWARD ISLAND, IN
ORDER TO:

- diversify the economy of the province;
- assist in the growth and expansion of local

business and industry;

- assist in technology transfer and
- create employment opportunities for Islanders.

General criteria shall be applied to guide the selection of desirable firms and business prospects.

Included among the criteria will be:

- export potential of products;
- import substitution effect of product/process;
- potential for value-added to a raw product;
- small size, low weight and low energy consumption of product;
- future growth potential of firm;
- environmental impact of firm;
- existence of new technologies;
- appropriateness to Prince Edward Island.

The following business types are considered to be logical "fits" for the Prince Edward Island economy and, thus, are the priorities for prospecting.

A) FOOD BUSINESSES

Food Processing

Firms that process our raw products into new products, using new and emerging technologies to do so.

Food Technology

Firms involved in food technology, i.e. Research and Development, of new food products, new ways to process raw food, new ways to preserve food and new ways to grow food.

Food Harvesting/Processing Equipment

Firms involved in the manufacture of food harvesting or processing equipment, including robotics.

B) BIOTECHNOLOGY

Research and Development

Firms involved in the area of Research and Development in animal and fish health, particularly in the development of vaccines, foods, pharmaceuticals, etc.

Manufacturing

Firms involved in the actual manufacturing of animal and fish vaccines, foods or pharmaceuticals.

Information Technology

Firms involved in the development of information systems related to biotechnology efforts.

C) HEALTH CARE SYSTEMS

Technology Equipment Development

Firms involved in the development of new technologies supportive of health care, i.e. needleless injectors, diagnostic kits for hospitals, monitoring systems, etc.

Research and Development

Firms involved in research and development in the field of gerontology--particularly in such areas as patient care in hospitals and nursing homes, food preparation and care in hospitals, etc.

D) EDUCATIONAL TECHNOLOGY

Software Development

Firms involved in the development of computer-assisted training systems and computer-assisted learning systems using the expertise at Holland College as a base from which to begin.

E) SERVICE

Tourism

Firms involved in new and innovative services to the travelling public.

Business Services

Firms involved in new and innovative services

in such areas as insurance and financial consulting services.

Educational Services

Schools which provide specialized education, i.e. personal development, fashion modelling, theatre.

Services to the Elderly

Firms involved in providing innovative services to the elderly.

Cultural Industries

Firms involved in the film and video industry, book publishing, crafts, etc.

To implement this prospecting strategy, staff of the province will use a number of innovative research and communication methods. As well, new types of assistance programs with differing degrees of flexibility will be available. Prospecting is considered a top priority of government designed to attract new innovative businesses and increase employment opportunities for Islanders.